

What is Claimed is:

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1. A television program guide system implemented on user television equipment, comprising:
  - means for providing an option for a user to select a plurality of preference attributes that are indicative of the user's television programming interests;
  - means for providing an option for the user to select one of at least several preference levels for each of the plurality of selected preference attributes; and
  - means for displaying a list of programming based on the selected preference attributes and selected preference levels.
2. The television program guide system defined in claim 1 further comprising means for providing an option of creating a preference profile with which the selected preference attributes and the selected preference levels are associated.
3. The television program guide system defined in claim 2 further comprising means for providing an option of selecting a preference scope that is associated with the preference profile.
4. The television program guide system defined in claim 2 wherein there are multiple profiles, the system further comprising means for providing an option of selecting which of the profiles to make active.

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5. The television program guide system defined in claim 4 further comprising means for turning on an auto-reminders feature.

6. The television program guide system defined in claim 5 wherein a given one of the profiles is active, the system further comprising means for displaying automatic reminders when the auto-reminders feature is turned on based on the active profile just prior to the scheduled broadcast times of programs satisfying the active profile.

7. The television program guide system defined in claim 6 further comprising:

means for providing a view now option for programs for which automatic reminders are displayed; and

means for tuning to a given one of the programs for which the automatic reminders are displayed when the user selects the view now option for that program.

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8. The television program guide system defined in claim 2 wherein at least two of the preference profiles are active and wherein the means for displaying displays the list of programming based on the selected preference attributes and selected preference levels in the two preference profiles, the system further comprising means for indicating which of the programs in the list of programming satisfy which of the preference profiles.

9. The television program guide system defined in claim 8 wherein the means for indicating comprises means for listing the programs that satisfy one of the two profiles using one color and the programs that satisfy the other of the two profiles using another color.

10. The television program guide system defined in claim 8 wherein the means for indicating comprises means for listing the programs that satisfy one of the two profiles using one pattern and the programs that satisfy the other of the two profiles using another pattern.

11. The television program guide system defined in claim 8 wherein the means for indicating comprises means for listing the programs that satisfy one of the two profiles using one icon and the programs that satisfy the other of the two profiles using another icon.

*Sub A37* 12. The television program guide system defined in claim 4 wherein the means for displaying the list of programming based on the selected preference attributes and selected preference levels further comprises means for displaying the list of programming based on the selected preference attributes and selected preference levels associated with the multiple profiles.

13. The television program guide system defined in claim 4 further comprising means for

allowing tuning to certain channels based on the selected preference attributes and selected preference levels associated with the multiple profiles.

14. The television program guide system defined in claim 2 further comprising means for allowing the user to tune to a selected program, wherein the means for providing the option of creating the preference profile further comprises means for creating the preference profile based on characteristics of the selected program.

15. The television program guide system defined in claim 14 wherein the means for creating the preference profile based on the characteristics of the selected program further comprises means for creating the preference profile based on the title of the selected program.

16. The television program guide system defined in claim 14 wherein the means for creating the preference profile based on the characteristics of the selected program further comprises means for creating the preference profile based on the genre of the selected program.

17. The television program guide system defined in claim 14 wherein the means for creating the preference profile based on the characteristics of the selected program further comprises means for creating the preference profile based on the channel of the selected program.

18. The television program guide system defined in claim 14 wherein the means for creating the preference profile based on the characteristics of the selected program further comprises means for creating the preference profile based on the rating of the selected program.

*Sub A47* 19. The television program guide system defined in claim 2 further comprising means for allowing the user to highlight a given program listing, wherein the means for providing the option of creating the preference profile further comprises means for creating the preference profile based on characteristics of the highlighted program listing.

20. The television program guide system defined in claim 19 wherein the means for creating the preference profile based on the characteristics of the highlighted program listing further comprises means for creating the preference profile based on the title of the highlighted program listing.

21. The television program guide system defined in claim 19 wherein the means for creating the preference profile based on the characteristics of the highlighted program listing further comprises means for creating the preference profile based on the genre of the highlighted program listing.

22. The television program guide system defined in claim 19 wherein the means for creating the preference profile based on the characteristics of the

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highlighted program listing further comprises means for creating the preference profile based on the channel of the highlighted program listing.

23. The television program guide system defined in claim 19 wherein the means for creating the preference profile based on the characteristics of the highlighted program listing further comprises means for creating the preference profile based on the rating of the highlighted program listing.

24. The television program guide system defined in claim 1 further comprising:

means for allowing the user to tune to a selected program; and

means for modifying a preference profile with which the selected preference attributes and the selected preference levels are associated based on the characteristics of the selected program.

25. The television program guide system defined in claim 1 further comprising:

means for allowing the user to highlight a given program listing; and

means for modifying a preference profile with which the selected preference attributes and the selected preference levels are associated based on the characteristics of the highlighted program listing.

26. The television program guide system defined in claim 1 further comprising means for providing a profiles display with which the user may

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modify a preference profile with which the selected preference attributes and the selected preference levels are associated.

27. The television program guide system defined in claim 2 further comprising means for providing a hot list of programs satisfying the preference profile.

*Sub a 57* 28. The television program guide system defined in claim 27 further comprising means for providing an option for displaying the hot list a short time before the scheduled broadcast times of programs on the hot list and for adjusting this time.

29. The television program guide system defined in claim 27 wherein the means for providing the hot list further comprises means for providing the hot list sorted by start time.

30. The television program guide system defined in claim 27 wherein the means for providing the hot list further comprises means for providing the hot list sorted by channel.

31. The television program guide system defined in claim 28 wherein the means for providing the hot list further comprises means for providing the hot list sorted by priority.

32. The television program guide system defined in claim 31 wherein the means for providing the

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hot list sorted by priority further comprises means for providing the hot list with pay-per-view programming having highest priority and being listed first.

33. The television program guide system defined in claim 1 further comprising means for allowing tuning to certain channels based on the selected preference attributes and selected preference levels.

34. The television program guide system defined in claim 33 further comprising means for providing an option of specifying a sort order for each of the selected preference attributes.

35. The television program guide system defined in claim 34 further comprising means for allowing tuning to certain channels based on the specified sort order.

36. The television program guide system defined in claim 1 further comprising means for monitoring which programs are watched by the user.

37. The television program guide system defined in claim 36 wherein the means for monitoring which programs are watched by the user further comprises means for monitoring viewing times, channels, and frequencies.

*Sub A b7* 38. The television program guide system defined in claim 36 further comprising means for

automatically modifying a preference profile with which the selected preference attributes and the selected preference levels are associated based on which programs are watched by the user.

39. The television program guide system defined in claim 38 further comprising means for providing an opportunity to review and modify automatic profile modifications made by the means for automatically modifying.

40. The television program guide system defined in claim 38 further comprising means for disabling the means for automatically modifying.

41. The television program guide system defined in claim 1 further comprising means for providing a personal identification number setup screen.

42. The television program guide system defined in claim 41 wherein the means for providing the personal identification number setup screen further comprises means for providing a plurality of personal identification number options associated with a preference profile with which the selected preference attributes and the selected preference levels are associated.

43. The television program guide system defined in claim 42 wherein the means for providing the personal identification number options further

2025 RELEASE UNDER E.O. 14176

comprises means for setting whether a personal identification number is required for activating the profile.

44. The television program guide system defined in claim 42 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for deactivating the profile.

*Sub A8)* 45. The television program guide system defined in claim 42 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for viewing which preference attributes are associated with the profile.

46. The television program guide system defined in claim 42 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for modifying which preference attributes have an associated preference level of illegal.

47. The television program guide system defined in claim 42 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for modifying which

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preference attributes have an associated preference level of mandatory.

48. The television program guide system defined in claim 42 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for modifying like and dislike preference levels.

49. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given airing of a program as a preference attribute.

50. The television program guide system defined in claim 49 further comprising means for allowing the given airing of the program selected as a preference attribute to expire after the program has been aired.

*Sub A9* 51. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a broadcast characteristic as a preference attribute.

52. The television program guide system defined in claim 51 wherein the means for providing the

option of selecting a broadcast characteristic as a preference attribute further comprises means for providing closed-captioning as a preference attribute.

53. The television program guide system defined in claim 51 wherein the means for providing the option of selecting a broadcast characteristic as a preference attribute further comprises means for providing second audio program as a preference attribute.

*Suba 10* 54. The television program guide system defined in claim 1 further comprising means for providing an option of specifying a sort order for each of the selected preference attributes.

55. The television program guide system defined in claim 54 further comprising means for displaying the list of programming based on the specified sort order.

*Suba 11* 56. The television program guide system defined in claim 1 further comprising means for providing the user with an option of selecting a preference scope.

57. The television program guide system defined in claim 56 further comprising means for displaying the list of programming based on the selected preference scope.

58. The television program guide system defined in claim 56 further comprising means for allowing tuning to certain channels based on the selected preference scope.

59. The television program guide system defined in claim 56 wherein the means for providing the user with the option of selecting the preference scope further comprises means for selecting a preference scope selected from the group consisting of: narrow scope, moderate scope, and wide scope.

60. The television program guide system defined in claim 56 wherein the preference levels include like, dislike, illegal, and mandatory, and wherein the means for providing the user with the option of selecting the preference scope further comprises means for selecting a preference scope that includes liked programs that are not more disliked and that have all mandatory attributes and no illegal attributes.

61. The television program guide system defined in claim 56 wherein the preference levels include like, dislike, illegal, and mandatory, and wherein the means for providing the user with the option of selecting the preference scope further comprises means for selecting a preference scope that includes programs that have no disliked preference attributes and that have all mandatory attributes and no illegal attributes.

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62. The television program guide system defined in claim 56 wherein the preference levels include like, dislike, illegal, and mandatory, and wherein the means for providing the user with the option of selecting the preference scope further comprises means for selecting a preference scope that includes programs that have all mandatory attributes and no illegal attributes.

*Subclaim 12* 63. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a type of channel as a preference attribute.

64. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a program series as a preference attribute.

65. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a genre of programming as a preference attribute.

66. The television program guide system defined in claim 1 wherein the means for providing the

option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting at least one rating as a preference attribute.

67. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given actor or actress as a preference attribute.

68. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given topic as a preference attribute.

69. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a word in a program description as a preference attribute.

70. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given program start time as a ~~preference attribute~~.

71. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a range of broadcast times as a preference attribute.

72. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting original programming as a preference attribute.

73. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given language as a preference attribute.

74. The television program guide system defined in claim 1 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a critics rating as a preference attribute.

75. The television program guide system defined in claim 1 further comprising means for providing an option of deselecting at least one of the selected preference attributes.

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76. The television program guide system defined in claim 1 wherein the preference levels include at least like and dislike.

77. The television program guide system defined in claim 1 wherein the preference levels include at least strong like and weak like.

78. The television program guide system defined in claim 1 wherein the preference levels include at least strong dislike and weak dislike.

79. The television program guide system defined in claim 1 further comprising means for providing an opportunity to select a dedicated favorites by-time display format option with which the list of programming is displayed.

80. The television program guide system defined in claim 1 further comprising means for providing an opportunity to select a favorites always-on display mode option. *A*

81. The television program guide system defined in claim 1 further comprising means for providing an opportunity to select a display mode in which all programs are displayed but in which highlight movement is restricted to programs satisfying a preference profile with which the selected preference attributes and the selected preference levels are associated.

82. The television program guide system defined in claim 1 further comprising means for providing a flip feature that can be tuned only to programs satisfying a preference profile with which the selected preference attributes and the selected preference levels are associated.

83. The television program guide system defined in claim 1 further comprising means for providing a browse feature that can be tuned only to programs satisfying a preference profile with which the selected preference attributes and the selected preference levels are associated.

84. The television program guide system defined in claim 1 further comprising means for providing an option for creating a master preference profile.

85. The television program guide system defined in claim 1 wherein a plurality of preference profiles including a master preference profile are active, the system further comprising means for resolving conflicts between preference profiles in favor of the master preference profile.

Sub A'3 86. The television program guide system defined in claim 1 wherein a master preference profile that is accessed by a master personal identification number is used to define certain television viewing preferences, the system further comprising means for

displaying the list of programming based on the master profile.

87. The television program guide system defined in claim 1 wherein a master preference profile that is accessed by a master personal identification number is used to define certain television viewing preferences, the means for displaying the list of programming further comprising means for displaying the list of programming based on selected preference attributes and selected preference levels in the master profile.

88. The television program guide system defined in claim 1 further comprising:

means for providing an option of creating a preference profile with which the selected preference attributes and the selected preference levels are associated; and

means for providing an opportunity for setting non-program settings associated with the preference profile.

89. The television program guide system defined in claim 1 further comprising:

means for providing an option of creating a preference profile with which the selected preference attributes and the selected preference levels are associated; and

means for providing an opportunity for setting non-program settings associated with the preference profile, wherein the non-program settings

include audio settings for the user television equipment.

90. The television program guide system defined in claim 1 further comprising:

means for providing an option of creating a preference profile with which the selected preference attributes and the selected preference levels are associated; and

means for providing an opportunity for setting non-program settings associated with the preference profile, wherein the non-program settings include display settings.

91. The television program guide system defined in claim 1 further comprising:

means for providing an opportunity for creating multiple preference profiles, each of which has an associated set of selected preference attributes and selected preference levels;

means for providing an option of selecting which of the profiles to make active; and

means for providing access to a messaging service based on information on which profile is active.

92. A television program guide system implemented on user television equipment, comprising:

means for providing an option for a user to select a plurality of preference attributes that are indicative of the user's television programming interests.

means for providing an option for the user to select one of at least several preference levels for each of the plurality of selected preference attributes; and

means for allowing tuning to certain channels based on the selected preference attributes and selected preference levels.

93. The television program guide system defined in claim 92 further comprising means for providing an option of creating a preference profile with which the selected preference attributes and the selected preference levels are associated.

94. The television program guide system defined in claim 93 further comprising means for providing an option of selecting a preference scope that is associated with the preference profile.

95. The television program guide system defined in claim 93 wherein there are multiple profiles, the system further comprising means for providing an option of selecting which of the profiles to make active.

96. The television program guide system defined in claim 95 further comprising means for turning on an auto-reminders feature.

97. The television program guide system defined in claim 96 wherein a given one of the profiles is active, the system further comprising means for

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displaying automatic reminders when the auto-reminders feature is on based on the active profile just prior to the scheduled broadcast times of programs satisfying the active profile.

98. The television program guide system defined in claim 97 further comprising:

means for providing a view now option for programs for which automatic reminders are displayed; and

means for tuning to a given one of the programs for which the automatic reminders are displayed when the user selects the view now option for that program.

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99. The television program guide system defined in claim 93 wherein at least two of the preference profiles are active, the system further comprising:

means for displaying a list of programming based on the selected preference attributes and selected preference levels in the two preference profiles; and

means for indicating which of the programs in the list of programming satisfy which of the preference profiles.

100. The television program guide system defined in claim 99 wherein the means for indicating comprises means for listing the programs that satisfy one of the two profiles using one color and the

programs that satisfy the other of the two profiles using another color.

101. The television program guide system defined in claim 99 wherein the means for indicating comprises means for listing the programs that satisfy one of the two profiles using one pattern and the programs that satisfy the other of the two profiles using another pattern.

102. The television program guide system defined in claim 99 wherein the means for indicating comprises means for listing the programs that satisfy one of the two profiles using one icon and the programs that satisfy the other of the two profiles using another icon.

103. The television program guide system defined in claim 95 further comprising means for displaying a list of programming based on the selected preference attributes and selected preference levels associated with the multiple profiles.

104. The television program guide system defined in claim 95 wherein the means for allowing tuning to certain channels based on the selected preference attributes and selected preference levels further comprises means for allowing tuning to certain channels based on the selected preference attributes and selected preference levels associated with the multiple profiles.

105. The television program guide system defined in claim 93 further comprising means for allowing the user to tune to a selected program, wherein the means for providing the option of creating the preference profile further comprises means for creating the preference profile based on characteristics of the selected program.

106. The television program guide system defined in claim 105 wherein the means for creating the preference profile based on the characteristics of the selected program further comprises means for creating the preference profile based on the title of the selected program.

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107. The television program guide system defined in claim 105 wherein the means for creating the preference profile based on the characteristics of the selected program further comprises means for creating the preference profile based on the genre of the selected program.

108. The television program guide system defined in claim 105 wherein the means for creating the preference profile based on the characteristics of the selected program further comprises means for creating the preference profile based on the channel of the selected program.

109. The television program guide system defined in claim 105 wherein the means for creating the preference profile based on the characteristics of the

selected program further comprises means for creating the preference profile based on the rating of the selected program.

110. The television program guide system defined in claim 93 further comprising means for allowing the user to highlight a given program listing, wherein the means for providing the option of creating the preference profile further comprises means for creating the preference profile based on characteristics of the highlighted program listing.

111. The television program guide system defined in claim 110 wherein the means for creating the preference profile based on the characteristics of the highlighted program listing further comprises means for creating the preference profile based on the title of the highlighted program listing.

112. The television program guide system defined in claim 110 wherein the means for creating the preference profile based on the characteristics of the highlighted program listing further comprises means for creating the preference profile based on the genre of the highlighted program listing.

113. The television program guide system defined in claim 110 wherein the means for creating the preference profile based on the characteristics of the highlighted program listing further comprises means for creating the preference profile based on the channel of the highlighted program listing.

114. The television program guide system defined in claim 110 wherein the means for creating the preference profile based on the characteristics of the highlighted program listing further comprises means for creating the preference profile based on the rating of the highlighted program listing.

115. The television program guide system defined in claim 92 further comprising:

means for allowing the user to tune to a selected program; and

means for modifying a preference profile with which the selected preference attributes and the selected preference levels are associated based on the characteristics of the selected program.

116. The television program guide system defined in claim 92 further comprising:

means for allowing the user to highlight a given program listing; and

means for modifying a preference profile with which the selected preference attributes and the selected preference levels are associated based on the characteristics of the highlighted program listing.

117. The television program guide system defined in claim 92 further comprising means for providing a profiles display with which the user may modify a preference profile with which the selected preference attributes and the selected preference levels are associated.

118. The television program guide system defined in claim 93 further comprising means for providing a hot list of programs satisfying the preference profile.

119. The television program guide system defined in claim 118 further comprising means for providing an option for displaying the hot list a short time before the scheduled broadcast times of programs on the hot list and for adjusting this time.

120. The television program guide system defined in claim 118 wherein the means for providing the hot list further comprises means for providing the hot list sorted by start time.

121. The television program guide system defined in claim 118 wherein the means for providing the hot list further comprises means for providing the hot list sorted by channel.

122. The television program guide system defined in claim 118 wherein the means for providing the hot list further comprises means for providing the hot list sorted by priority.

123. The television program guide system defined in claim 122 wherein the means for providing the hot list sorted by priority further comprises means for providing the hot list with pay-per-view programming having highest priority and being listed first.

124. The television program guide system defined in claim 92 further comprising means for monitoring which programs are watched by the user.

125. The television program guide system defined in claim 124 wherein the means for monitoring which programs are watched by the user further comprises means for monitoring viewing times, channels, and frequencies.

126. The television program guide system defined in claim 124 further comprising means for automatically modifying a preference profile with which the selected preference attributes and the selected preference levels are associated based on which programs are watched by the user.

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127. The television program guide system defined in claim 126 further comprising means for providing an opportunity to review and modify automatic profile modifications made by the means for automatically modifying.

128. The television program guide system defined in claim 126 further comprising means for disabling the means for automatically modifying.

129. The television program guide system defined in claim 92 further comprising means for providing a personal identification number setup

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130. The television program guide system defined in claim 129 wherein the means for providing the personal identification number setup screen further comprises means for providing a plurality of personal identification number options associated with a preference profile with which the selected preference attributes and the selected preference levels are associated.

131. The television program guide system defined in claim 130 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for activating the profile.

132. The television program guide system defined in claim 130 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for deactivating the profile.

133. The television program guide system defined in claim 130 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for viewing which preference attributes are associated with the profile.

134. The television program guide system defined in claim 130 wherein the means for providing

the personal identification number options further comprises means for setting whether a personal identification number is required for modifying which preference attributes have an associated preference level of illegal.

135. The television program guide system defined in claim 130 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for modifying which preference attributes have an associated preference level of mandatory.

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136. The television program guide system defined in claim 130 wherein the means for providing the personal identification number options further comprises means for setting whether a personal identification number is required for modifying like and dislike preference levels.

137. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given airing of a program as a preference attribute.

138. The television program guide system defined in claim 137 further comprising means for allowing the given airing of the program selected as a

preference attribute to expire after the program has been aired.

139. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a broadcast characteristic as a preference attribute.

140. The television program guide system defined in claim 139 wherein the means for providing the option of selecting a broadcast characteristic as a preference attribute further comprises means for providing closed-captioning as a preference attribute.

141. The television program guide system defined in claim 139 wherein the means for providing the option of selecting a broadcast characteristic as a preference attribute further comprises means for providing second audio program as a preference attribute.

142. The television program guide system defined in claim 92 further comprising means for providing an option of specifying a sort order for each of the selected preference attributes.

143. The television program guide system defined in claim 142 wherein the means for allowing tuning to certain channels based on the selected preference attributes and selected preference levels

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further comprises means for allowing tuning to certain channels based on the specified sort order.

144. The television program guide system defined in claim 142 further comprising:

means for displaying a list of programming based on the selected preference attributes and selected preference levels; and

means for displaying the list of programming based on the specified sort order.

145. The television program guide system defined in claim 92 further comprising means for providing the user with an option of selecting a preference scope.

146. The television program guide system defined in claim 145 further comprising:

means for displaying a list of programming based on the selected preference attributes and selected preference levels; and

means for displaying the list of programming based on the selected preference scope.

147. The television program guide system defined in claim 145 wherein the means for allowing tuning to certain channels based on the selected preference attributes and selected preference levels further comprises means for allowing tuning to certain channels based on the selected preference scope.

148. The television program guide system defined in claim 145 wherein the means for providing the user with the option of selecting the preference scope further comprises means for selecting a preference scope selected from the group consisting of: narrow scope, moderate scope, and wide scope.

149. The television program guide system defined in claim 145 wherein the preference levels include like, dislike, illegal, and mandatory, and wherein the means for providing the user with the option of selecting the preference scope further comprises means for selecting a preference scope that includes liked programs that are not more disliked and that have all mandatory attributes and no illegal attributes.

150. The television program guide system defined in claim 145 wherein the preference levels include like, dislike, illegal, and mandatory, and wherein the means for providing the user with the option of selecting the preference scope further comprises means for selecting a preference scope that includes programs that have no disliked preference attributes and that have all mandatory attributes and no illegal attributes.

151. The television program guide system defined in claim 145 wherein the preference levels include like, dislike, illegal, and mandatory, and wherein the means for providing the user with the option of selecting the preference scope further

comprises means for selecting a preference scope that includes programs that have all mandatory attributes and no illegal attributes.

152. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a type of channel as a preference attribute.

153. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a program series as a preference attribute.

154. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a genre of programming as a preference attribute.

155. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting at least one rating as a preference attribute.

156. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given actor or actress as a preference attribute.

157. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given topic as a preference attribute.

158. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a word in a program description as a preference attribute.

159. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given program start time as a preference attribute.

160. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an

option of selecting a range of broadcast times as a preference attribute.

161. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting original programming as a preference attribute.

162. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a given language as a preference attribute.

163. The television program guide system defined in claim 92 wherein the means for providing the option for the user to select a plurality of preference attributes further comprises means for providing an option of selecting a critics rating as a preference attribute.

164. The television program guide system defined in claim 92 further comprising means for providing an option of deselecting at least one of the selected preference attributes.

165. The television program guide system defined in claim 92 wherein the preference levels include at least like and dislike.

166. The television program guide system defined in claim 92 wherein the preference levels include at least strong like and weak like.

167. The television program guide system defined in claim 92 wherein the preference levels include at least strong dislike and weak dislike.

168. The television program guide system defined in claim 92 further comprising means for providing an opportunity to select a favorites by-time display format option with which the list of programming is displayed.

169. The television program guide system defined in claim 92 further comprising means for providing an opportunity to select a favorites always-on display mode option.

170. The television program guide system defined in claim 92 further comprising:

means for displaying a list of programming based on the selected preference attributes and selected preference levels; and

means for providing an opportunity to select a display mode in which all programs are displayed but in which highlight movement is restricted to programs satisfying a preference profile with which the selected preference attributes and the selected preference levels are associated.

171. The television program guide system defined in claim 92 further comprising means for providing a flip feature that can be tuned only to programs satisfying a preference profile with which the selected preference attributes and the selected preference levels are associated.

172. The television program guide system defined in claim 92 further comprising means for providing a browse feature that can be tuned only to programs satisfying a preference profile with which the selected preference attributes and the selected preference levels are associated.

173. The television program guide system defined in claim 92 further comprising means for providing an option for creating a master preference profile.

174. The television program guide system defined in claim 92 wherein a plurality of preference profiles including a master preference profile are active, the system further comprising means for resolving conflicts between preference profiles in favor of the master preference profile.

175. The television program guide system defined in claim 92 wherein a master preference profile that is accessed by a master personal identification number is used to define certain television viewing preferences, the system further comprising means for

displaying the list of programming based on the master profile.

176. The television program guide system defined in claim 92 wherein a master preference profile that is accessed by a master personal identification number is used to define certain television viewing preferences, the means for displaying the list of programming further comprising means for displaying the list of programming based on selected preference attributes and selected preference levels in the master profile.

*A*

177. The television program guide system defined in claim 92 further comprising:

means for providing an option of creating a preference profile with which the selected preference attributes and the selected preference levels are associated; and

means for providing an opportunity for setting non-program settings associated with the preference profile.

178. The television program guide system defined in claim 92 further comprising:

means for providing an option of creating a preference profile with which the selected preference attributes and the selected preference levels are associated; and

means for providing an opportunity for setting non-program settings associated with the preference profile, wherein the non-program settings

include audio settings for the user television equipment.

179. The television program guide system defined in claim 92 further comprising:

means for providing an option of creating a preference profile with which the selected preference attributes and the selected preference levels are associated; and

means for providing an opportunity for setting non-program settings associated with the preference profile, wherein the non-program settings include display settings. *a*

180. The television program guide system defined in claim 92 further comprising:

means for providing an opportunity for creating multiple preference profiles, each of which has an associated set of selected preference attributes and selected preference levels;

means for providing an option of selecting which of the profiles to make active; and

means for providing access to a messaging service based on information on which profile is active.

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